

THE NEW

# FROM THE

the  
partnership

Henderson County, NC  
Economic Development



20/21 ANNUAL REPORT

# Pioneers, trail blazers, a new frontier.

Call it what you will, the FY20-21 brought on unprecedented times beyond a global pandemic. Despite the most challenging circumstances, we blazed new trails to leave Henderson County better than we found it at the start of the year.

The historic Three-Party Agreement developing Garrison Industrial Park set the stage for the future of economic development in Henderson County. For the first time in history, the County, the City of Hendersonville, and The Partnership came together to determine the future of industrial development. The proactive agreement helped spur over \$38 million in new investment and 150 jobs with anchor tenant, Jabil.

Attracting a sustainable industry, Low Impact Technologies, who had their eyes set on international manufacturing, kept things domestic (and local) right here in Henderson County and showed the unique business-friendly climate of our community.

Duke Energy's selection of the Hudgens Site to participate in the Duke Energy Site Readiness Program, once again helped private landowners see The Partnership's long-term vision and helped further the potential for strategic industrial development.

Masked up, behind a screen, and at a distance, we still managed to exceed marketing targets, deliver virtual site visits, launch and re-launch workforce strategies, and engage with existing industry.

This is the new frontier in Henderson County, and we appreciate the pioneers who have helped us carry our mission forward and reinvent economic development.



Beau Waddell,  
Reaben Oil Company  
2020-2021 Chair of the Board



# 2020-21 Board of Directors



## EXECUTIVE COMMITTEE

**Beau Waddell**  
Chair  
Reaben Oil Company

**Steve Gwaltney**  
Past Chair  
First Citizens Bank

**Nathan Kennedy**  
Chair-Elect  
Truist

**Kelly Hollifield**  
Treasurer  
Damp-Chaser Corporation

**Chip Gould**  
Economic Investment Fund  
Cason Companies

**Brittany Brady**  
President & CEO  
HCPED

## ELECTED & APPOINTED DIRECTORS

**Deborah Pressley/Dave Modaff**  
Friday Services

**Zach Cooper**  
Cooper Construction Company

**Craig DeBrew**  
Duke Energy

**Anderson Ellis**  
The Van Winkle Law Firm

**Carsten Erkel**  
Elkamet

**Brynn Francis**  
IMOCO Inc.

**Chris Hykin**  
SMARTRAC

**Kelly Leonard**  
First Citizens Bank

**Lee McElrath**  
Dominion Energy

**Jim Rasmussen**  
Morrow Insurance Agency

**Clement Riddle**  
ClearWater Environmental

**Mark Russell**  
Southern Alarm and Security

**Andy Weymouth**  
Hajoca Corporation

## EX-OFFICIO DIRECTORS

**Carl Taylor**  
Henderson County Public Schools

**Councilwoman Sheila Franklin**  
Town of Fletcher

**Mayor Chae Davis**  
Town of Mills River

**Chairman Bill Lapsley/  
Vice-Chair Rebecca McCall**  
Henderson County Board of  
Commissioners

**Dr. Laura Leatherwood**  
Blue Ridge Community College

**Mayor Carey O'Cain**  
Town of Laurel Park

**Mayor Nick Weedman**  
Village of Flat Rock

**Mayor Barbara Volk**  
City of Hendersonville



## STAFF

**Brittany Brady**  
President & CEO

**Victoria Todd**  
Director of Marketing

**Burton Hodges**  
Director of Retention & Recruitment

The Henderson County Partnership for Economic Development, Inc. (HCPED) is the professional economic development entity for Henderson County. It works to: attract and retain quality jobs, solicit new business compatible with the assets and values of Henderson County, promote Henderson County's business image, assist expansion of existing companies, and enhance Henderson County's overall quality of life.



# Blazin' Trails

## Low Impact Technologies

There is no doubt a global pandemic re-routed the way business was done, quite literally for Low Impact Technologies (LIT). With equipment and a vision set on producing in Australia, the global pandemic brought business to Henderson County. After an east coast building search, LIT re-routed their equipment and business plan to set up shop at 269 Cane Creek Road in Fletcher.

LIT designs and produces Concentrated Solar Multi-Effect Distillation & Dewatering equipment which will soon be sold

domestically and internationally. The units are used across many industry sectors to reprocess, recycle, and distill water, as well as to provide potable water in developing nations and remote areas without access to clean drinking water.

The company plans to invest \$5,000,000 in new machinery and \$150,000 in improvements to an existing 30,000 square-foot building in the Town of Fletcher. By 2025, the company will create 60 new positions with an average annual wage of \$65,000.



Nick Probert, Co-Founder of Low Impact Technologies, is also the General Manager of the Fletcher facility.



## Duke Energy Site Readiness: Hudgens Site

Each time a new company announces a relocation or expansion in Henderson County, The Partnership has one fewer property options to market for future development. On the heels of successful projects locating to Henderson County, The Partnership began the process of preparing a new industrial site for future development by submitting the 107.5 acre “Hudgens Site” into the Duke Energy Site Readiness Program in Spring 2021.

The Duke Energy Site Readiness Program is intended to identify, assess, improve, and increase awareness of industrial sites

in the Duke Energy service territory and advance the state of readiness for these sites. Duke Energy partnered with Strategic Development Group (SDG), a site selection firm, and WithersRavenel, an engineering firm, to thoroughly evaluate the Hudgens Site.

The final presentation was clear: the Hudgens Site is a premier location for future manufacturing companies to locate in Henderson County.

1

**MARCH 4, 2021**

Hudgens Site selected as a participant in the 2021 Duke Energy Site Readiness Program

2

**MARCH 15, 2021**

Hudgens family signs Letter of Intent to be part of the program

3

**MARCH 23, 2021**

Kick-off call with Duke Energy, SDG, WithersRavenel, and HCPED

4

**MARCH 24, 2021**

SDG sends Request for Information (RFI) to HCPED

5

**MARCH 26, 2021**

HCPED and WithersRavenel walk the site

6

**APRIL 14, 2021**

HCPED completes RFI and returns to SDG

7

**MAY 5, 2021**

HCPED gives presentation on the site and community to Duke Energy, SDG, and WithersRavenel

8

**MAY 25, 2021**

SDG presents final evaluation of Hudgens Site and overall economic development in Henderson County to HCPED and community stakeholders



# History Made

## Garrison Industrial Park & Jabil

Headquartered in St. Petersburg, Florida, Jabil will invest over \$38 million into the new 150,000+ square-foot facility and create 150 new jobs by 2025. This project took a collaborative effort at the local (Henderson County and City of Hendersonville) and state (North Carolina) level and was generously supported by grant funds from the GoldenLEAF Foundation and the North Carolina Community College System. Operations are set to begin in 2022.

### 2016

The Economic Investment Fund of Henderson County (EIF) forms as separate 501c(3) entity focused on product and workforce development. EIF spends nearly four years focusing on site identification in Henderson County.

### 2017

The Garrison family invites HCPED to tour property and evaluate marketing strategies. HCPED continues promoting the site.

### 2019 SPRING

The real estate broker for Garrison Site approaches HCPED about future opportunities to partner and develop the property. EIF tours the site and begins discussions to purchase it.

### 2019 SUMMER

EIF and Garrison family enter into a Purchase Sale Agreement. This allows EIF to begin due diligence and effectively secure control of the property until its potential for industrial development is determined.

### 2020 MARCH

Project Wheel (renamed "Project R6") is stalled due to the Covid-19 Pandemic but continues to quietly evaluate potential sites in Western North Carolina.

### 2020 JUNE

Project R6 contacts HCPED about potentially locating on the Garrison Site. Discussions of project support are on-going between Economic Development Partnership of North Carolina (EDPNC), HCPED, and other funding partners. The Garrison Site is evaluated alongside other properties in the Southeast.

### 2020 JULY – AUGUST

Project R6 summary and purchase of the Garrison Site is presented to City of Hendersonville and Henderson County in closed session.

### 2021 FEBRUARY

EIF finalizes the purchase of 41 acres from the Garrison family to establish the Garrison Industrial Park.



### **2019 FALL**

EIF completes due diligence.

### **2020 JANUARY**

EIF begins discussions with Henderson County and City of Hendersonville to fully purchase the Garrison Site.

### **2020 FEBRUARY**

Marlboro Development Team meets with HCPED about "Project Wheel," a confidential company engaged in a site location search for a 140,000 SF building on 15 acres. The search was being conducted by CBRE, a commercial real estate company. The Garrison Site and records of the due diligence conducted on the property by EIF are submitted to Project Wheel.

### **2020 SEPTEMBER**

EDPNC provides Project R6 with an Incentive Proposal. EIF continues the process of purchasing the Garrison Site.

### **2020 OCTOBER**

EIF meets with Garrison family to discuss purchase of the site and selling site to Project R6.

### **2020 NOVEMBER 18**

The three-party agreement between Henderson County, City of Hendersonville, and EIF is finalized to purchase 41 acres of the Garrison Site. History is made as Henderson County and City of Hendersonville unify to purchase the land through an interlocal agreement. Henderson County wins Project R6 as Jabil Inc. announces its location on the Garrison Site. With 100 locations in 30 countries, Jabil is the largest global manufacturing solutions provider in the healthcare industry.

### **2021 MAY**

Jabil purchases 18.65 acres from EIF in the Garrison Industrial Park.

### **2021 JUNE**

Jabil breaks ground on world class facility.

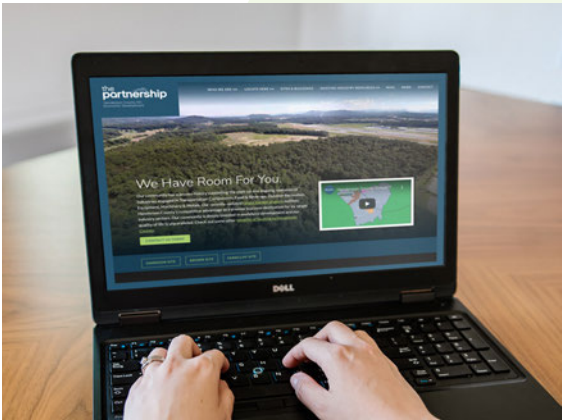


# The Road Less Traveled ✨

## Marketing Updates

Over the last few years, HCPED has noticed trends in site selection: client visits have become shorter. Instead of days to present a site and the community, the team now only has hours to make a pitch. That qualitative understanding coupled with the 2020 Strategic Plan prompted HCPED to develop a digital strategy as part of their marketing plan. It became even more necessary once travel slowed due to Covid-19.

HCPED was up for the challenge and successfully participated in virtual meetings and conferences, developed digital campaigns, and ran the Out of Site Campaign with the tagline “Since travel is out of sight, check out our site.”

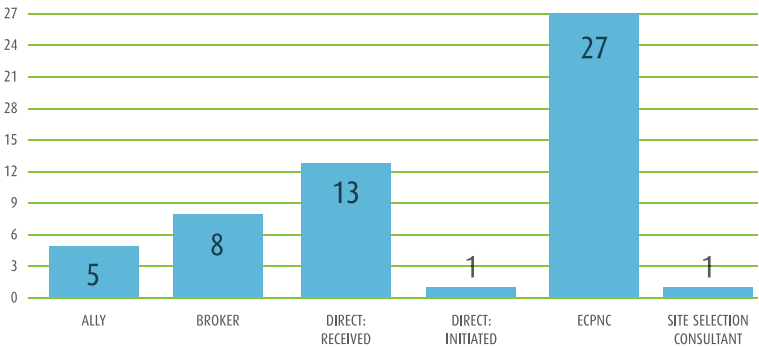


VIRTUAL SITE CONSULTANT EVENTS	DIGITAL & PRINT CAMPAIGNS	OUT OF SITE CAMPAIGN
Consultant Connect	E-mail Campaign focused on target markets	Email campaign with video tours for top 3 sites: Ferncliff, Brown, and Garrison. Emailed once a month from August-November 2020
Aviation Summit- Sponsored by CarolinaWest	E-mail campaign for Garrison Industrial Park and EIF Ownership. Led to in-person site visit from site location consultant	Added Hudgens Site Video Tour in May 2021
NCEDA Site Selectors Summit	Print ad at Asheville Regional Airport	
Economix		
EDPNC Virtual Site Consultant Mission		
Presentation to Duke Energy Business Development Team		
Virtual Bio Conference		

## Generating & Attracting Leads ⚡

In the past year, The Partnership and its allies generated 55 total project leads for Henderson County. Of that, Henderson County won approximately 9% of project leads and 29% of all project leads remain active.

Source of Project Leads

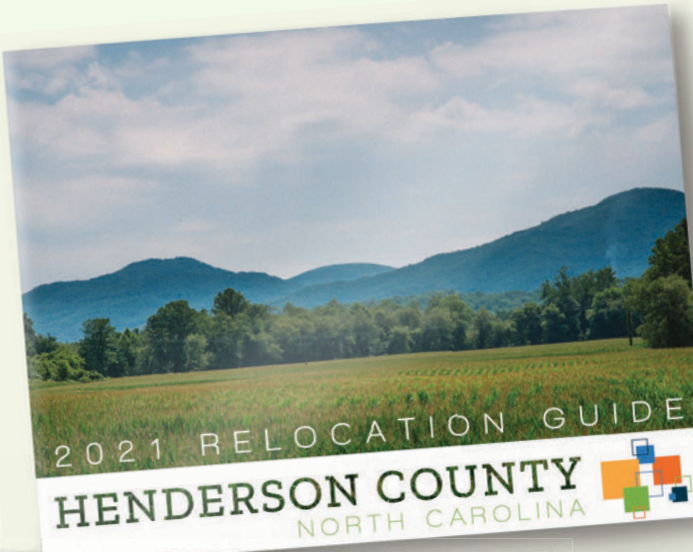




# Relocation Guide

Born out of the updated Target Market Analysis, the *Henderson County Relocation Guide* was created to attract talent to the area. With the growing demand for labor, The Partnership developed content and designed the guide in-house so that it could be used for site selection and attraction as well as talent recruitment.

Responding to digital demand, The Partnership created a guide that would invite prospects to explore Henderson County’s municipalities and communities, local entertainment, dining, and housing, as well as information on the county’s economy. The guide was launched online and is available in a digital format for industry to use as a recruitment tool.



## EDUCATION

Henderson County Public Schools consistently rank within the top 20 school districts in North Carolina across different ranking systems and sources. With an enrollment just shy of 16,000, Henderson County Public Schools show an average SAT score of 1110 in 2019, which is well above the North Carolina average of 1051 and the US average of 1056. The average Henderson County ACT score was 19.5, compared to the state average of 18.4. Additionally, students enrolled in Career & Technical Education tracks earned 3,262 CTE credentials in the 2019-18 school year.

There are an abundance of four-year colleges and universities within a 150-mile radius of Henderson County, ranging from major public research universities to small liberal arts colleges. There is no shortage of higher educational opportunities for Western North Carolinians.

## HIGHER EDUCATION

LOCAL (<60 MI)	REGIONAL (<150 MI)
Blue Ridge Community College	Appalachian State University
Brevard College	Carson Newman University
Clemson University	East Tennessee State University
Furman University	Johnson University
Gardner-Webb University	King University
Lenoir-Rhyne University Asheville	Lease-McCaw College
Mars Hill University	Lenoir-Rhyne University
Mohr College	Miligan College
North Greenville University	University of Georgia
University of North Carolina at Asheville	University of North Carolina at Charlotte
University of South Carolina Upstate	University of South Carolina
Western Wilkes College	University of Tennessee
Western Carolina University in Asheville	Western Carolina University
Wingate University Hendersonville	

## PUBLIC SCHOOLS

Henderson County is home to 23 public schools, including 13 elementary schools, 4 middle schools, and 6 high schools. With one of the highest state graduation rates, the Henderson County Public School system provides an opportunity for all students to learn in a safe and supportive environment and succeed in their educational goals.

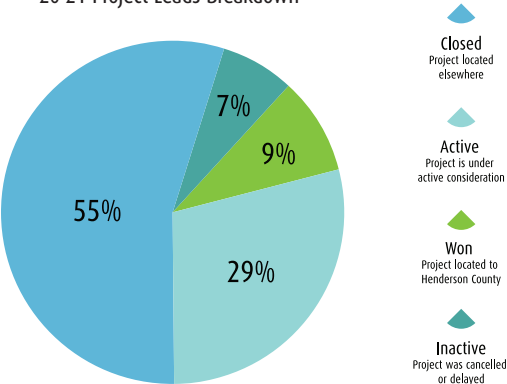
## PRIVATE SCHOOLS

Henderson County has 8 accredited K-12 private schools, including independent, religious and non-religious affiliated charter schools as well as boarding schools.

## CHILDCARE

There are many excellent options for childcare in Henderson County. Parents with young children have the option of full day as well as half day child care programs, and after school programs.

20-21 Project Leads Breakdown



55

TOTAL LEADS

5

PROJECT WINS

# Pioneers in Henderson County

## Spring Industry Forum

After a 15 month in-person hiatus, The Partnership hosted an exclusive Industrial Update in May 2021. Just days after Governor Cooper lifted meeting and gathering restrictions, over 50 representatives from local industry were able to meet in person. The energy was high, and attendees were eager to hear relevant content as life started to feel normal again.

### AGENDA:

- Utility Partner Updates:
  - Duke Energy Presentation on Grid Reliability
  - Dominion Energy Update on Pipeline System Upgrades
- Workforce Resources Q&A Panel
- Economic Development Partnership of North Carolina (EDPNC) Resources:
  - Global Business Services & International Trade Resources



HCPED's Spring Industry Forum took place at Highland Lake Inn & Resort.

“*After the past year, it was great to network again, hear about Henderson County’s robust and reliable infrastructure, and discuss workforce development opportunities.*”

– Carsten Erkel, Elkamet





MIHC Apprentices attend class one day week and work at their partner company the rest of the week.

## Workforce Updates & Made in Henderson County

In the aftermath of the pandemic, growing Henderson County's workforce became more important than ever before. Prior to the pandemic, the Asheville Metropolitan Statistical Area (MSA) had the lowest unemployment rate in North Carolina for a record of 61 consecutive months. In April 2020, during the pandemic's initial outbreak, the rate got as high as 14.6% in Henderson County before leveling to 6.1% towards the end of the fiscal year in June. However, employers still felt the strain. Nearly 15,000 workers left the workforce, and the unemployment rate for manufacturing related occupations remained high - averaging above 6% into 2021 with some manufacturing occupations maintaining an unemployment rate above 10%. To support local industry workforce needs, HCPED not only developed a relocation guide to attract more talent to the area, but also launched HendersonCountyJobs. The web

page was designed to highlight manufacturers currently hiring while promoting manufacturing careers as a viable livelihood.

Looking forward to the future, Cohort II was launched in Fall 2020 and marketing for Cohort III began for the Made in Henderson County Apprenticeship program. Like many things over the past year, much of Made in Henderson County's marketing efforts were conducted virtually. The Partnership staff partnered with Blue Ridge Community College to engage students, parents, and educators to promote the apprenticeship program and recruit new classes of apprentices. Participating employers in the 2020-21 Cohort III included: Norafin, WestRock, GF Linamar, Meritor, and Elkamet. The third class of apprentices joined the workforce as future pioneers and began classes at Blue Ridge Community College in Fall 2021.



# Why Economic Development Matters

## Making Our Community Stronger

What is economic development, and why is it important? It's a common question. Economic Development is a complex, but extremely necessary, component involved in building robust and resilient economies. Having a strong economy directly translates into a higher quality of life with meaningful employment for residents. The Henderson County Partnership for Economic Development works to attract and retain quality jobs while serving as an advocate for workforce development in Henderson County.

**30%** of tax revenue generated by manufacturing in Henderson County

**60+** retention and expansion meetings held with local companies in 20/21.

**1** One direct job created in advanced manufacturing creates between 1.8 and 2.6 additional jobs in other sectors to support it.

## Top 4 reasons The Partnership plays a critical role in Henderson County's economy:

### 1. MAINTAINS, DIVERSIFIES, & INCREASES TAX REVENUE

Having a diverse economy reduces a region's vulnerability to a single industry and is a crucial part of economic development. The Partnership works to attract and grow multiple industries – advanced manufacturing in particular. Having strong businesses in Henderson County means increased tax revenue to pay for vital services such as schools, fire and police, and local infrastructure. In Henderson County, manufacturing accounts for around **30% of the tax revenue** and more than breaks even for cost of services.

### 3. QUALITY OF LIFE

The goal of the Henderson County Partnership for Economic Development is not just to grow the local economy, but to do so in a way that improves quality of life for all citizens. Successful economic development projects benefit investors, companies, and people while building a vibrant, strong community. To do this, The Partnership pursues development projects with significant investment and average annual wages above Henderson County's average of **\$40,592** (as of January 2021). Higher-paying jobs improve quality of life which attracts even better jobs.

### 2. BUSINESS RETENTION AND EXPANSION

The Partnership regularly engages with existing businesses to understand and respond to their needs. This strategy not only assists businesses during times of growth and expansion but also during economic difficulties and hardships. It also further integrates companies into the fabric of our community. The Partnership executed **over 60 business retention and expansion meetings as well as over 150 industry activities to local industry during the year.**

### 4. JOB CREATION

One of the main goals of The Partnership is to help create high-paying, quality jobs. The creation of these jobs creates a ripple effect within our local economy known as the job multiplier effect. Every industry has its own unique number, but for every **1 direct job created in advanced manufacturing between 1.8 and 2.6 additional jobs are created in other industries to support it.** This is the one of the highest multiplier effects of any industry sector.

## HCPED IMPACT

5

project wins for 2020-2021

\$45,000,000+

of investment by 2025

## HIGHER TAX REVENUE FOR HENDERSON COUNTY

= funds for essential services like schools, fire, police, and infrastructure

210+

direct jobs by 2025

420+

indirect jobs by 2025

## HIGHER QUALITY OF LIFE

# 2020-2021 Members

## PUBLIC

City of Hendersonville  
Henderson County  
Town of Fletcher  
Town of Laurel Park  
Town of Mills River  
Village of Flat Rock

## PRESIDENTIAL

Asheville Regional Airport  
AT&T  
BGW CPA, PLLC  
Cason Companies, Inc.  
Champion Credit Union\*  
DHG, LLP  
Elkamet Inc.  
Hedrick Industries  
HomeTrust Bank  
IMOCO, Inc.  
Industrial Chemical Company  
Johnson Price Sprinkle PA

KDS-Windsor  
Kimberly-Clark, Berkeley Mills  
MAU Workforce Solutions  
McMillan Pazdan Smith Architecture  
Pepsi-Cola Bottling Co.  
Reaben Oil Company  
SynTerra Corporation  
TD Bank  
Tennoca Construction Company  
THS Constructors, Inc.  
Truist  
Vannoy Construction  
Western Carolina University

## PATRON





## EXECUTIVE

828:Design  
Allegra Hendersonville  
Bank of America / Merrill Lynch  
BIG Adventures, LLC\*  
Boyd Automotive  
Bunnell-Lammons Engineering, Inc.  
ClearWater Environmental, Inc.  
Constangy, Brooks, Smith & Prophete  
Diamond Brand Gear Company  
Dr. John Strickland, DDS\*  
ECS Carolinas  
Epsilon\*  
First Restoration Services of Asheville, LLC  
Fletcher Business Park  
Formation PR + Brand  
Harper Corporation General Contractors  
Haynes Wire Company  
Henderson Oil Company  
Hendersonville Lightning  
Horizon Heating & Air Conditioning  
J. Davis Construction\*  
Marlboro Development Team, Inc.  
McCrory Construction Company  
Mountain Showcase Group, Inc.  
Sierra Nevada Brewing Company  
Southern Alarm & Security  
Summey Plumbing and Heating  
The Bazzle Law Firm, P.A.  
The Waverly Inn  
UNCA Family Business Forum  
United Community Bank  
WeaverCooke-Kirkland  
Well Adjusted, Inc  
WGLA Engineering, PLLC  
Wirtz Wire EDM, Inc.

## GENERAL

Advanced Business Equipment  
Advanced Data & Network Solutions  
Applied Solutions Group, Inc.\*  
Atlas Bolt & Screw Co.  
B&G Enterprises, LLC (Eagle Self Storage)  
Beverly-Hanks & Associates  
Blue Ridge Metals Corp.  
Byers Precision Fabricators  
Carl E. Shaw, CPA, PLLC  
Community Foundation of Henderson County  
CoveStar Investment Realty Advisors  
Dampp-Chaser Corp.  
Dave Steel Co., Inc.  
Demmel Inc.  
Dunlap Construction  
Edward Jones\*  
Egolf Motors  
ERC Broadband  
Excel Consulting Group, LLC  
Fletcher Warehousing Company  
Fully Involved LLC\*  
Gilreath Shealy Law  
Hajoca Corporation  
Hampton Inn and Suites - Airport  
Henderson County Public Schools  
Henderson County Tourism Development Authority  
Kenmure Enterprises, Inc.  
Kenneth R. Youngblood  
Manual Woodworkers & Weavers, Inc.  
McDonald's - Edwards Group  
McGill Associates  
Melissa Johnson at Salon 104\*  
Meritor, Inc.  
Miller Brothers

Miller's Fine Dry Cleaning  
Morosani & Associates  
Mountain Credit Union  
National Technical Honor Society  
Norm's Minit Marts  
Park National Bank  
Premier Sotheby's International Realty  
Providence Construction Group, Inc.  
Pryor Insurance  
Riddle Development, LLC  
S&ME  
Southern Concrete Materials  
Standard Tytape Company, Inc.  
The Building Group  
The Tamara Peacock Company Architects  
Tri-Hishtil  
Turf Mountain Sod, Inc  
United Way of Henderson County  
Vista Strategies  
Vocational Solutions of Henderson Co.  
Warm Company, Inc.  
WestRock  
White Insurance Company  
Whitney Commercial Real Estate  
Wilsonart International  
WithersRavenel  
Young Office

\*new member

# the partnership

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Economic Development

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